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2014 Sturgis Rally Temporary Vendor Sales Tax Revenues

PIERRE, S.D. – Tax revenue from the 2014 Sturgis Motorcycle Rally is up 3 percent from the previous year, according to the latest figures available from the South Dakota Department of Revenue.

Total tax revenue so far during the rally period is \$1,361,924 compared to \$1,321,746 a year ago. Total temporary vendor sales were \$18,822,304 for the Black Hills.

The Department of Revenue reports that sales and tourism tax revenues collected from temporary vendors at this year's rally totaled \$1,081,846 in the Northern Hills, which includes Sturgis and all other communities in Meade and Lawrence counties. Those revenues are up 2 percent, or \$16,727 from last year's total of \$1,065,119.

Of the \$1,081,846 collected so far this year, \$602,939 was state sales tax, \$245,843 was municipal sales tax, \$8,833 was municipal gross receipts tax and \$224,231 was state tourism tax revenue.

There were 954 temporary vendors displaying and selling products at the 2014 Sturgis Rally, compared to 965 in 2013. Gross vendor sales totaled \$15,083,795 this year in the Northern Hills area, an increase of \$303,165 from last year's gross sales of \$14,780,595.

The Southern Hills, including Rapid City, Custer, Hill City and Keystone, along with Pennington County, posted vendor sales tax revenues of \$280,078. Of that amount, \$149,542 was state sales tax, \$72,120 was municipal sales tax, \$2,874 was municipal gross receipts tax and \$55,542 was state tourism tax. Those revenues are up \$23,451, or 9 percent, from the \$256,627 reported in 2013.

Gross vendor sales from the 2014 Sturgis Motorcycle Rally totaled \$3,738,544 in the Southern Hills, an increase of \$321,438 from 2013 gross sales of \$3,417,106. There were 181 temporary vendors displaying and selling products, compared to 168 in 2013.

Tax rates for the biker rally varied, depending on the types of merchandise sold and the locations of the concessions. Tax revenues in the Black Hills from this year's rally will continue to be collected over the next few weeks. The rally was officially over Aug. 10.